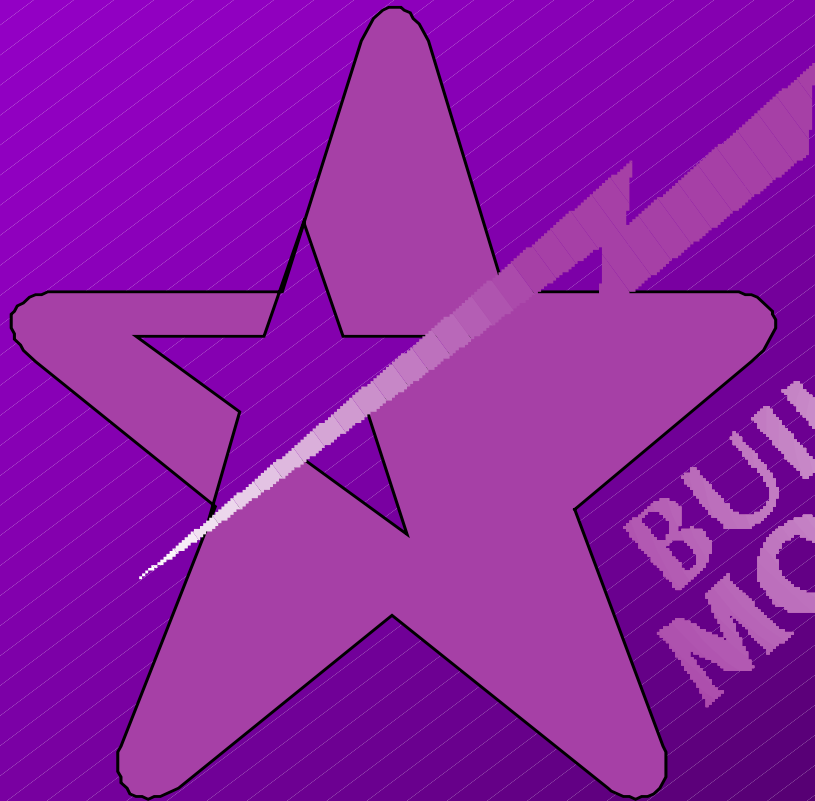


BUILDING MOMENTUM



BUILDING
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Adopt A Strategy



Key Questions

- Why do you need an energy strategy?
- What can an energy strategy do for you?



What An Energy Strategy Is NOT

- Not an equipment replacement policy
- Not based only on simple payback
- Not treated as an unmanageable expense item
- Not waiting for energy prices to drop from deregulation



What About Deregulation?

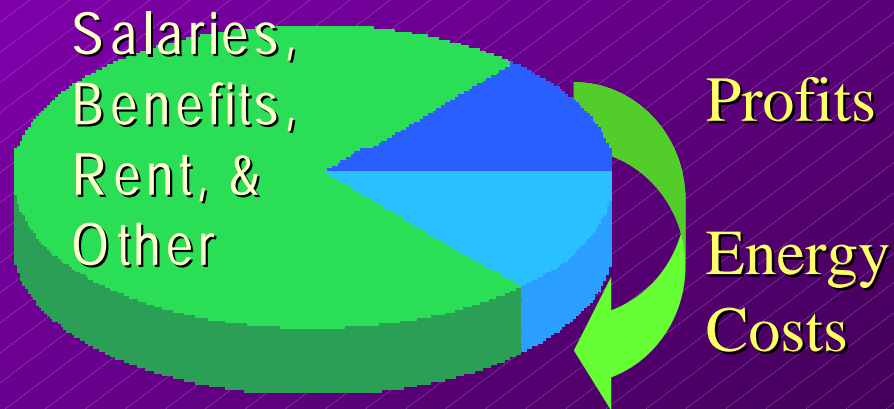
- Where and when will it occur: unknown
- Extent of price reduction: unknown
- Utility probably knows more about your load profile than you do
- You have been and will continue negotiating prices



ADOPT A STRATEGY

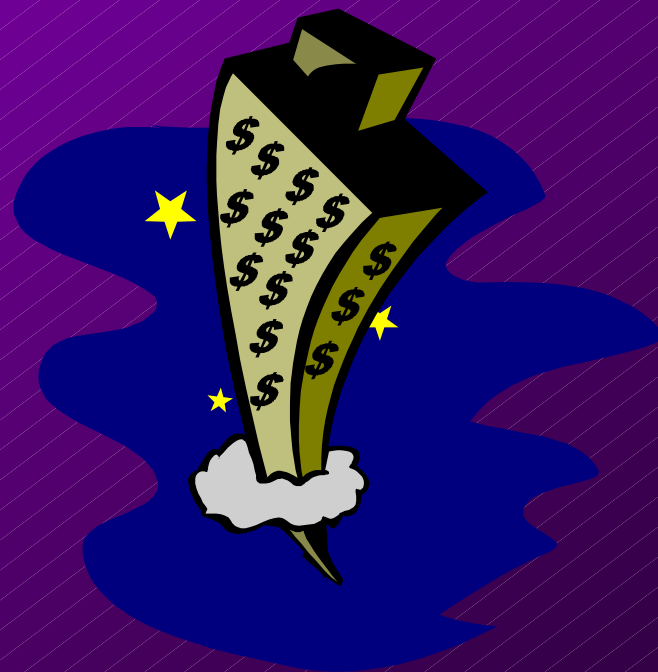
Increased Profits And Competitiveness

As your energy costs decrease, your profits increase accordingly.



Increased Asset Value

- Reducing energy expenditures can increase the value of your property



Causes of Productivity

- Enhanced lighting quality
- Improved air flow and air quality
- Increased comfort
- Less heat gain
- Longer lasting equipment



Low-Risk, Long-Term Investment

- Cost savings are the return on investment.
- Investment risk is comparable to long-term, conservative investments like government bonds, with almost twice the average return.
- Performance-based contracting can control project risks.
- Investment yield continues long after upgrade costs are recouped.



ADOPT A STRATEGY

ENERGY STAR Buildings Approach As Your Energy Strategy

- Senior management commitment
- Program manager
- Accounting system to track savings
- Integrated upgrade process
- Guidance and assistance
- Communication of success



ADOPT A STRATEGY

How ENERGY STAR Buildings Supports You

- Account manager
- Kickoff meeting
- Hotline
- Objective technical information
- Workshops and training
- Software
- Public recognition
- Logo usage

BUILDING MOMENTUM



What's ENERGY STAR?

- A ready-to-roll energy strategy for your organization
- A disciplined approach to minimizing costs and maximizing efficiency
- A means to developing a profit center
- A business model for organization-wide profitability enhancement



ADOPT A STRATEGY

Comments, Concerns, And Questions



Objective Met

You will be able to analyze and refine your organization's energy strategy in order to begin an upgrade program.

